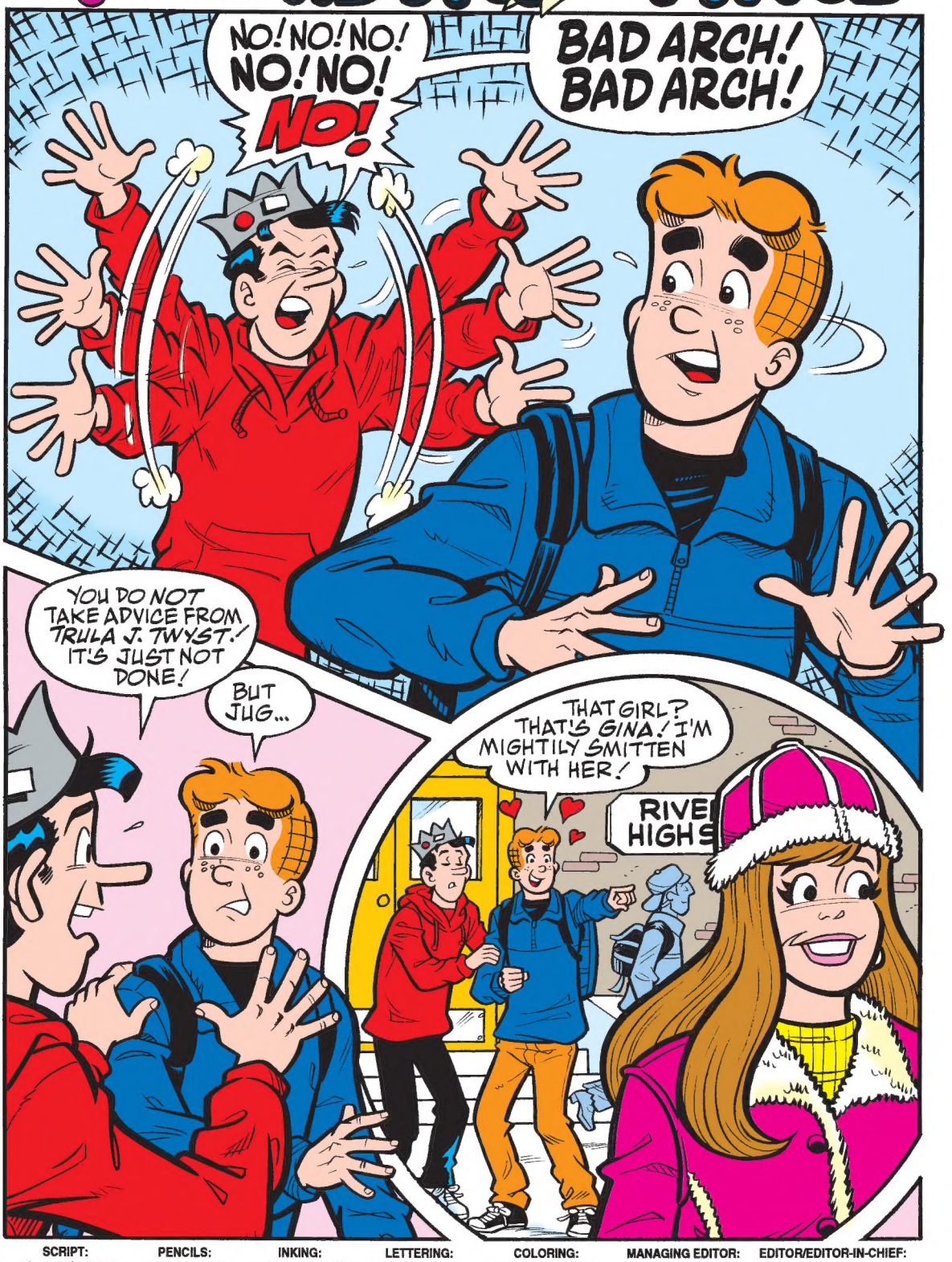
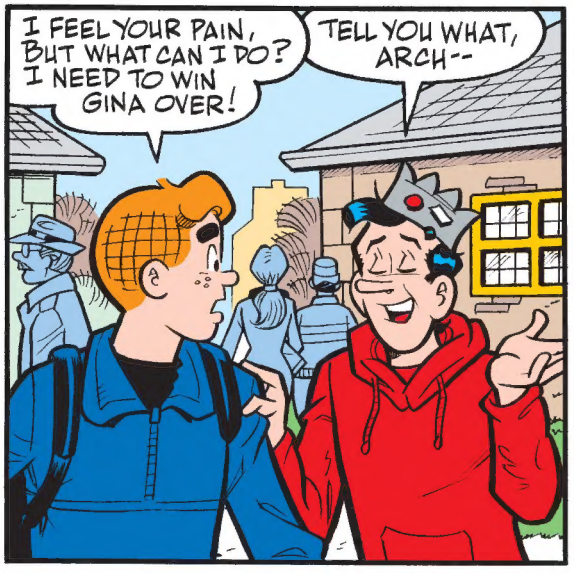
Archie COMICS
ARCHIECOMICS.COM
#187
APPROVED BY THE COMICS CODE AUTHORITY
ARCHIE'S PAL
Jughead
COMICS
RUMBLE!
ROAR!
GRUMBLE!
WHAT ARE THOSE HORRIBLE SOUNDS?
OH! IT MUST BE LUNCHTIME!
ROAR!
GURGLE!
ROAR!
REX W. LINDSEY

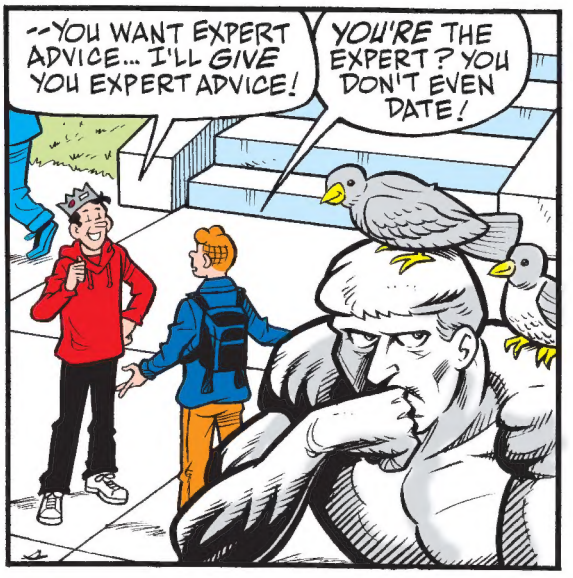
Jughead in ADVICE TIMES TWICE


NO! NO! NO! NO! NO! NO!
BAD ARCH! BAD ARCH!
YOU DO NOT TAKE ADVICE FROM TRULA J. TWYST.! IT'S JUST NOT DONE!
BUT JUG...
THAT GIRL? THAT'S GINA! I'M MIGHTILY SMITTEN WITH HER!
RIVE
HIGH

SCRIPT: CRAIG BOLDMAN
PENCILS: REX LINDSEY
INKING: RICH KOSLOWSKI
LETTERING: JACK MORELLI
COLORING: BARRY GROSSMAN
MANAGING EDITOR: MIKE PELLERITO
EDITOR/EDITOR-IN-CHIEF: VICTOR GORELICK

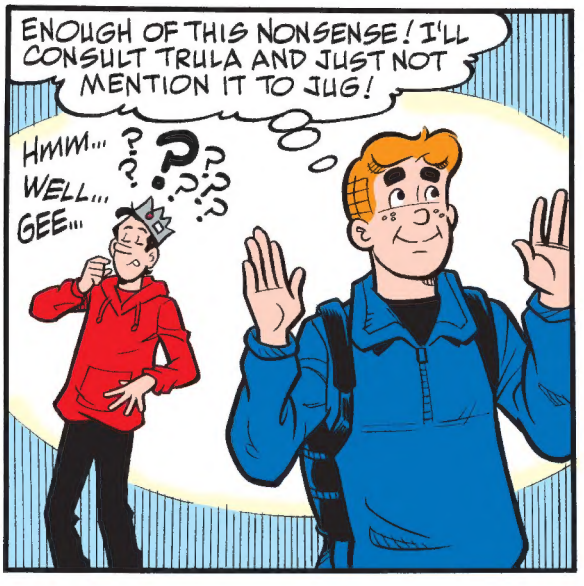
SHE'S FABULOUS! AND I'M JUST AN AVERAGE GUY! I NEED HELP WITH THIS ONE!
BUT FROM TRULA?!
YOU SHOULD KNOW, AFTER ALL THIS TIME, THAT TRULA IS NOTHING BUT TROUBLE!
FOR YOU!
SHE'S A PLOTTER AND A SCHEMER!
TURN THAT IMAGINATION DOWN A NOTCH!
SHE'S MY OPPOSITE! SHE'S EVERYTHING THAT RANKLES ME!
SHE'S NEVER DONE ANYTHING TO ME! AND YOU'VE GOT TO ADMIT, SHE'S PRETTY SMART!
ARCH, I'M BEGGIN' YOU!
IF YOU FOLLOW TRULA'S ADVICE, IT'LL END UP A DISASTER!
YANK

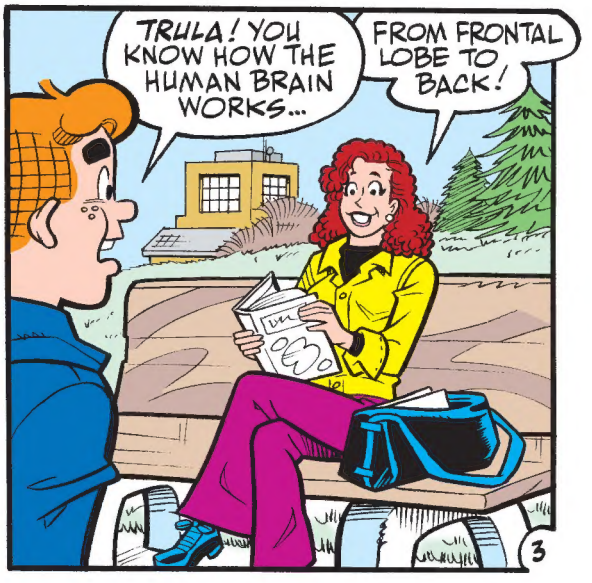

I FEEL YOUR PAIN, BUT WHAT CAN I DO? I NEED TO WIN GINA OVER!
TELL YOU WHAT, ARCH--


--YOU WANT EXPERT ADVICE... I'LL GIVE YOU EXPERT ADVICE!
YOU'RE THE EXPERT? YOU DON'T EVEN DATE!

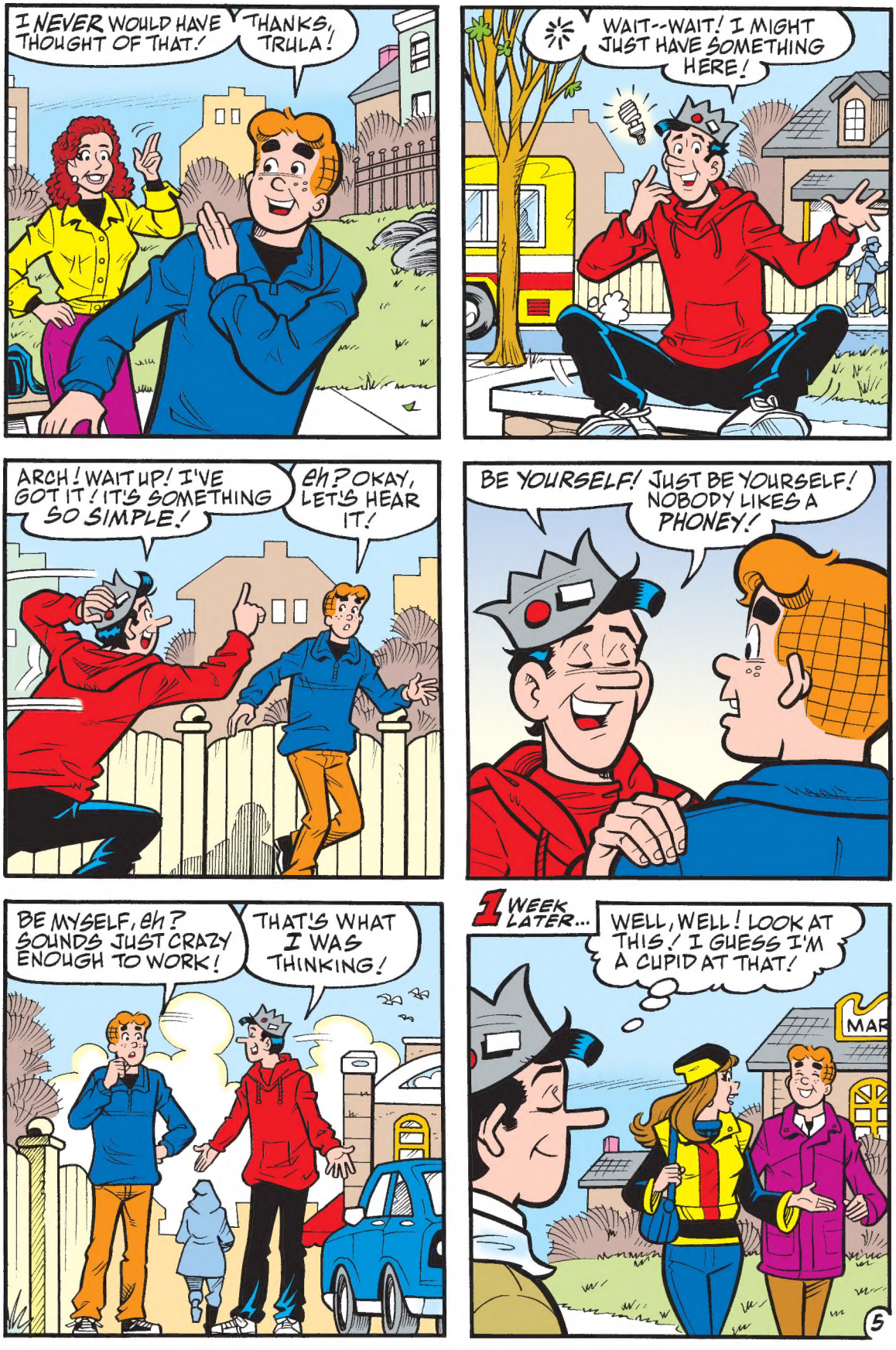
BUT I'LL GIVE YOU A SHOT! GO AHEAD... LAY YOUR SAGE WISDOM ON ME!
UH, WELL...
2184

GEE, I DIDN'T THINK YOU'D TAKE ME UP ON IT... hmmm... DATING ADVICE... LET ME THINK...


ENOUGH OF THIS NONSENSE! I'LL CONSULT TRULA AND JUST NOT MENTION IT TO JUG!
HMM...
WELL...
GEE...

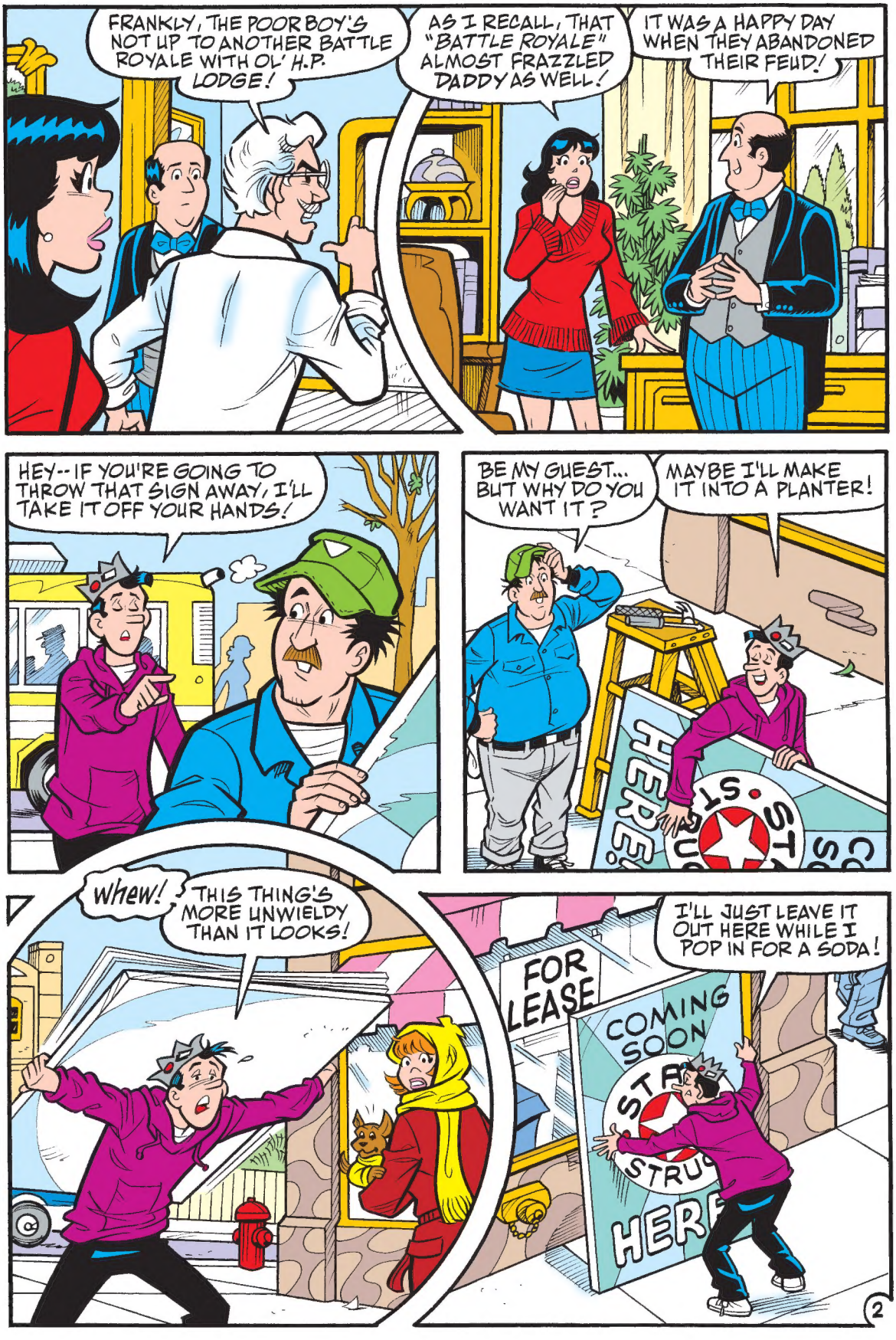

TRULA! YOU KNOW HOW THE HUMAN BRAIN WORKS...
FROM FRONTAL LOBE TO BACK!

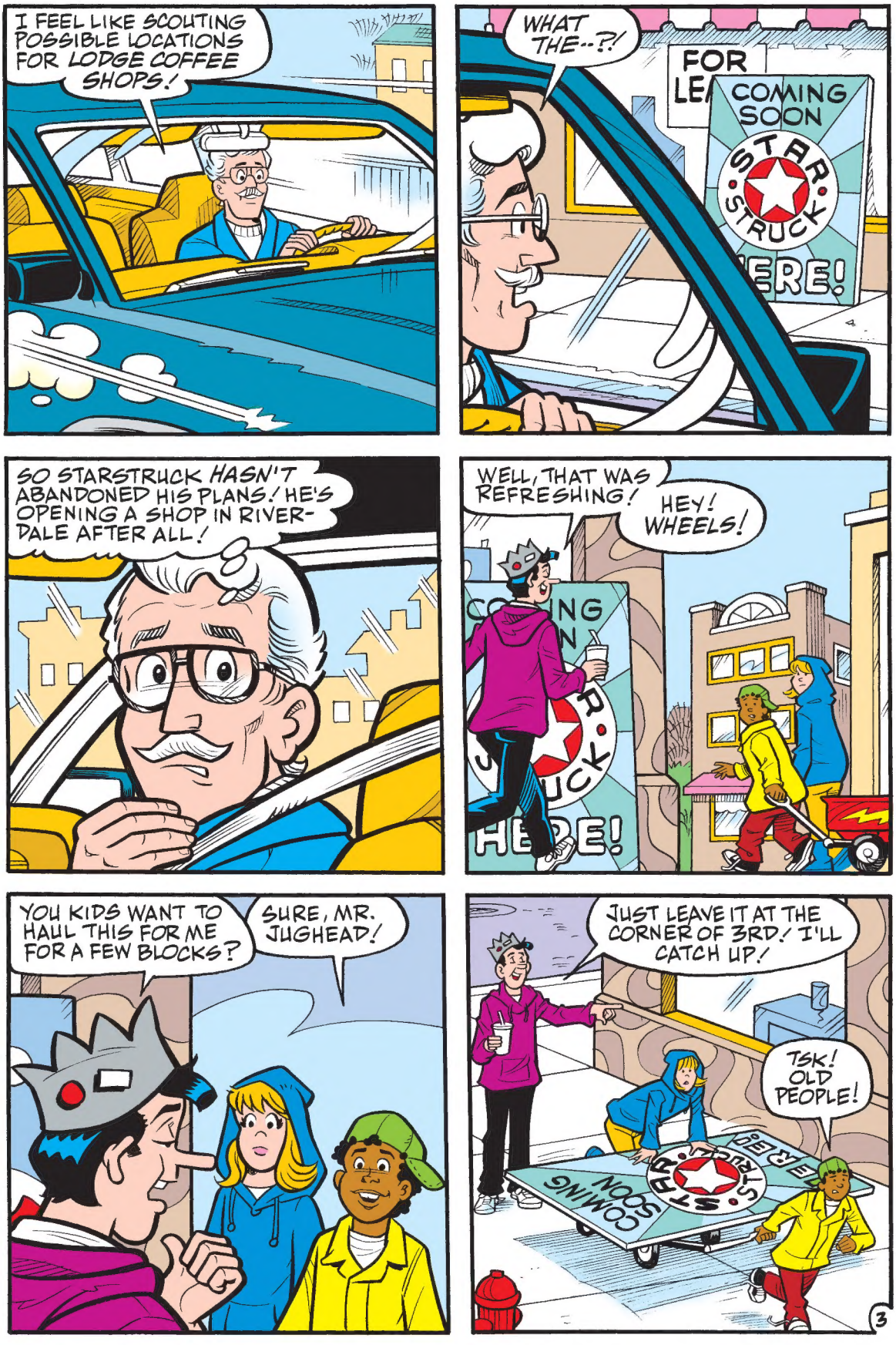
HOW CAN I GET GINA TO NOTICE ME?
SHOULD I ACT LIKE I'M A GREAT ATHLETE?
GRUNT!
PSYCH
PRETEND TO BE A GREAT BRAIN?
PSYCHE
BLUFF LIKE I'M LOADED WITH DOUGH?
SMALLER YET
SMALL CHANGE
DITTO
ACT LIKE A BIG ROCK STAR?
SCREEE!
ROAR!
SPANG!!
HOLD IT! HOLD IT!
IT'S VERY SIMPLE, ARCHIE./ JUST BE YOURSELF./ SHE CAN SENSE A PHONEY!
BE MYSELF!

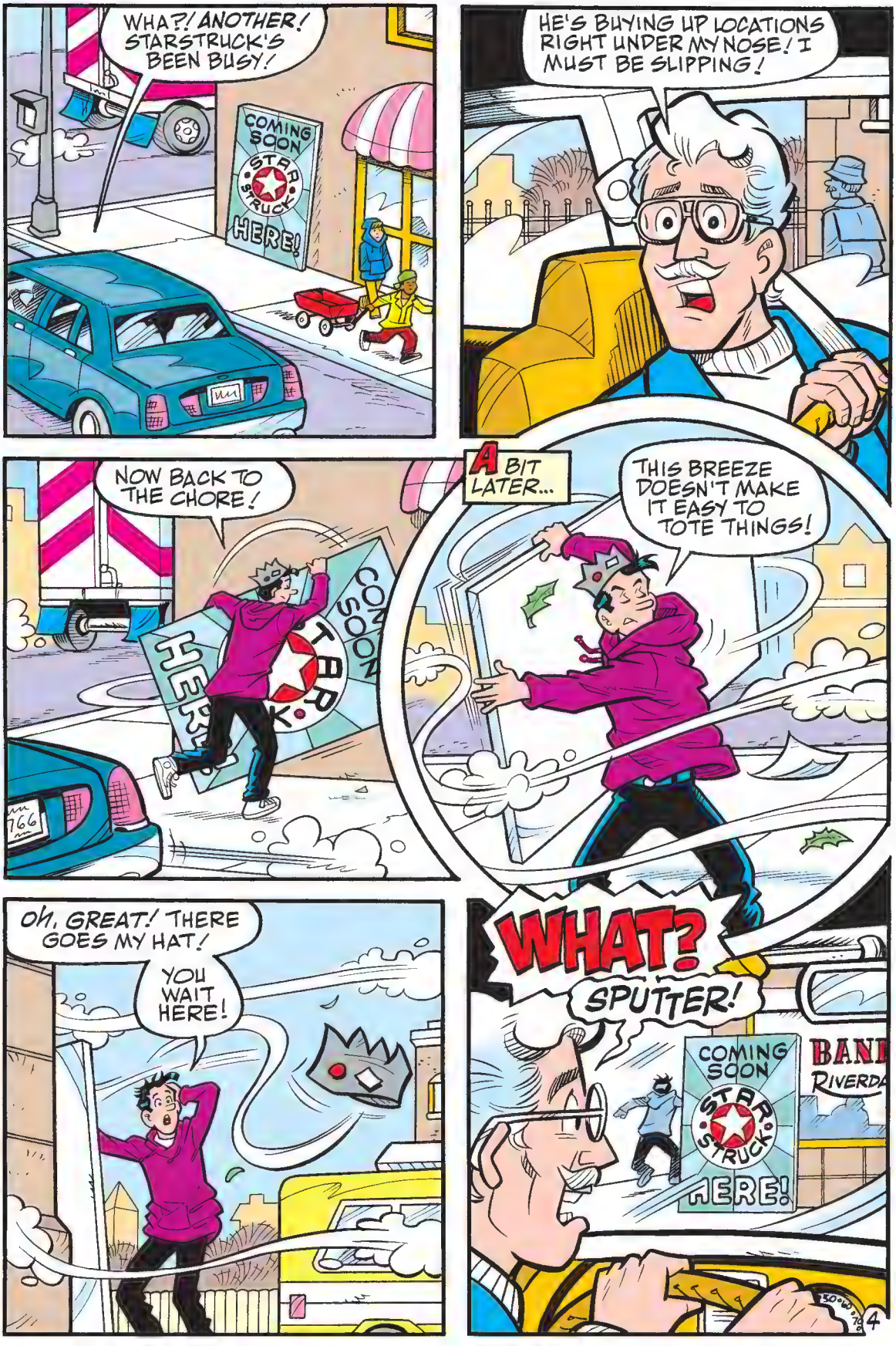

I NEVER WOULD HAVE THOUGHT OF THAT!
THANKS, TRULA!
WAIT--WAIT! I MIGHT JUST HAVE SOMETHING HERE!
ARCH! WAIT UP! I'VE GOT IT! IT'S SOMETHING SO SIMPLE!
EH? OKAY, LET'S HEAR IT!
BE YOURSELF! JUST BE YOURSELF! NOBODY LIKES A PHONEY!
BE MYSELF, EH? SOUNDS JUST CRAZY ENOUGH TO WORK!
THAT'S WHAT I WAS THINKING!
1 WEEK LATER...
WELL, WELL! LOOK AT THIS! I GUESS I'M A CUPID AT THAT!
MAR
5

I GUESS I'LL LET HIM THANK ME!
TO THINK, IT ALL CAME FROM JUST BEING MYSELF!
THANKS, TRULA!
WHA--?! SPUTTER!
TRULA TWYST?!
YOU'VE GOT A LOT OF ROYAL NERVE! SAYING ARCHIE TOOK YOUR ADVICE!
ER... JUG... IT'S TRUE! I DID FOLLOW HER ADVICE! BECAUSE IT WAS THE SAME AS YOURS!
!
WOW! IT SOUNDS LIKE YOU TWO THINK ALIKE! YOU'D OBVIOUSLY MAKE A PERFECT COUPLE!
I TOLD YOU IT WOULD BE A DISASTER!
THE END

Jughead in GIVE ME A Sign
I THOUGHT RIVERDALE WAS GETTING ITS FIRST STARSTRUCK'S COFFEE!
NOT ANY-MORE!
COMING SOON
STAR STRUCK
HERE!
YOU SCARED STARSTRUCK'S COFFEE AWAY FROM RIVER-DALE, DADDY?
YOU BET I DID! MR. STARSTRUCK AND I ARE OLD BUSINESS RIVALS!
WHEN I MADE IT KNOWN THAT I'M OPENING MY OWN CHAIN... HE TURNED AND RAN!
LODGE COFFEE CO.
LODGE
LODGE COFFEE
1


FRANKLY, THE POOR BOY'S NOT UP TO ANOTHER BATTLE ROYALE WITH OL' H.P. LODGE!
AS I RECALL, THAT "BATTLE ROYALE" ALMOST FRAZZLED DADDY AS WELL!
IT WAS A HAPPY DAY WHEN THEY ABANDONED THEIR FEUD!
HEY-- IF YOU'RE GOING TO THROW THAT SIGN AWAY, I'LL TAKE IT OFF YOUR HANDS!
BE MY GUEST... BUT WHY DO YOU WANT IT?
MAYBE I'LL MAKE IT INTO A PLANTER!
Whew!
THIS THING'S MORE UNWIELDY THAN IT LOOKS!
I'LL JUST LEAVE IT OUT HERE WHILE I POP IN FOR A SODA!
FOR LEASE
COMING SOON


I FEEL LIKE SCOUTING POSSIBLE LOCATIONS FOR LODGE COFFEE SHOPS!
WHAT THE--?!
FOR LE
COMING SOON
STAR-STRUCK
ERE!
SO STARSTRUCK HASN'T ABANDONED HIS PLANS! HE'S OPENING A SHOP IN RIVER-DALE AFTER ALL!
WELL, THAT WAS REFRESHING!
HEY! WHEELS!
YOU KIDS WANT TO HAUL THIS FOR ME FOR A FEW BLOCKS?
SURE, MR. JUGHEAD!
JUST LEAVE IT AT THE CORNER OF 3RD! I'LL CATCH UP!
TSK! OLD PEOPLE!
3


WHA?! ANOTHER! STARSTRUCK'S BEEN BUSY!
COMING SOON STAR STRUCK HERE!
HE'S BUYING UP LOCATIONS RIGHT UNDER MY NOSE! I MUST BE SLIPPING!
NOW BACK TO THE CHORE!
A BIT LATER...
THIS BREEZE DOESN'T MAKE IT EASY TO TOTE THINGS!
OH, GREAT! THERE GOES MY HAT!
YOU WAIT HERE!
WHAT?
SPUTTER!
COMING SOON STAR STRUCK HERE!

DON'T TELL ME THE BANK IS TURNING INTO A LATTE JOINT./ IT'S MADNESS!
OOOO
THAT BREEZE IS GETTING WORSE, NOT BETTER!
EEPS! THERE GOES THE WHOLE DARNED THING!!
WHOOSH
ZIPP
COMING SOON
STAR STRUCK
CLONK
HERE!
DEFACING PICKENS PARK WITH PREMIUM-PRICED COFFEE? THAT'S TOO MUCH!
COMING SOON
STAR STRUCK
HERE!
I'VE BEEN ASLEEP AT THE SWITCH / STARSTRUCK HAS TAKEN OVER THE TOWN!
5

GLAD TO SEE YOU, ARCH! HOW ABOUT A LIFT?
SURE! IF YOU DON'T MIND STOPPING AT VERONICA'S ON THE WAY!
LEAVE THAT THING OUTSIDE! WE'LL FIND SOMETHING TO SECURE IT TO THE CAR BETTER!
RIGHT O!
COMING SOON
STAR STRUCK
HERE!
NO! NO!
NOT IN MY OWN HOME!
COMING SOON
STAR STRUCK
HERE!
STARSTRUCK? IT'S LODGE! I SURRENDER! I CALL A TRUCE! I'LL STOP MY PLANS IF YOU STOP YOURS!
? ? ? ?
STAR STRUCK
PRESIDENT
... AND THAT'S WHY RIVERDALE IS THE ONLY TOWN WITHOUT PREMIUM-PRICED DESIGNER COFFEE!
REFILL, MISTER? IT'S FREE!
Coffee 15¢
JAVA JO
THE END

ARCHIE, MY CAMPADRE! WHAT ARE YOU DINING ON TODAY?
Jughead in VOCAL YOKAL
IF YOU HAVE SOME TO SPARE...
JUST PUT IT RIGHT THERE!
1

HERE! PLUG UP THAT MUSIC HOLE WITH THESE!
YUM!
YOU SHOULDN'T GIVE IN TO HIS NONSENSE!
I MIGHT AS WELL! HE MADE ME LOSE MY APPETITE!
TRAY OF CHEESE FRIES! NOT A BAD PAYOFF FOR A FEW MINUTES OF SINGING!
THAT HIT THE SPOT! NOW LET'S SEE WHAT OTHER SPOTS I CAN HIT!
I'M A LUG WHO LOVES TO GLUG! IT LOOKS LIKE THIS'LL WHET MY WHISTLE!
WHAT THE--?
LEMON SHAKE-UP
TURN IT OFF! YOU'RE MAKING MY LEMONS GO SOUR ALL OVER AGAIN!
LEMON SHAKE-UP
2

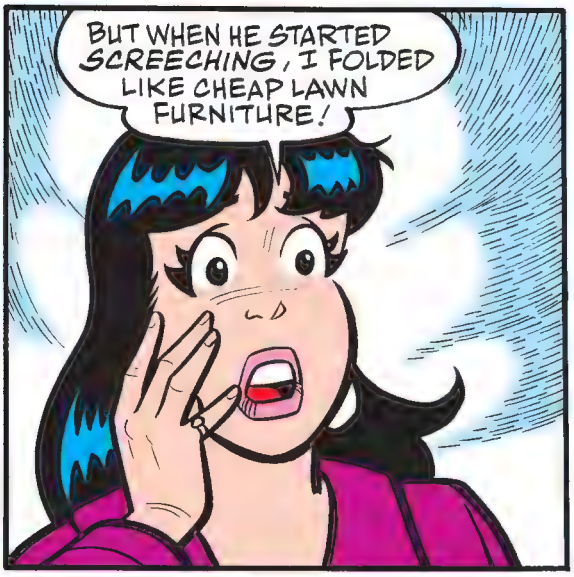
I WON'T PUT ON MY MUZZLE 'TIL I HAVE SOMETHING TO GUZZLE!
OKAY! OKAY!
FSST
PURE EXTORTION!
SLOOURP
I'D LIKE TO FILL MY GULLET... BUT FORGOT TO BRING MY WULLET!
"WULLET?"
ICE CREAM
WULLET, MEANING WALLET! FORGOT TO BRING MY WALLET! IT'S POETIC LICENSE!
I THINK YOU GOT A DOG LICENSE BY MISTAKE!
HERE! HAVE SOME ICE CREAM! JUST STOP DEMEANING THE ART OF POPULAR SONG!
I'LL TAKE IT UNDER ADVISE-MENT!
QUITE A GIMMICK YOUR PAL'S COME UP WITH!
IT SEEMS TO BE WORKING FOR HIM!

CAN I TAKE YOUR ORDER?
I DON'T HAVE A CAR AND I DON'T HAVE MONEY...
BQ

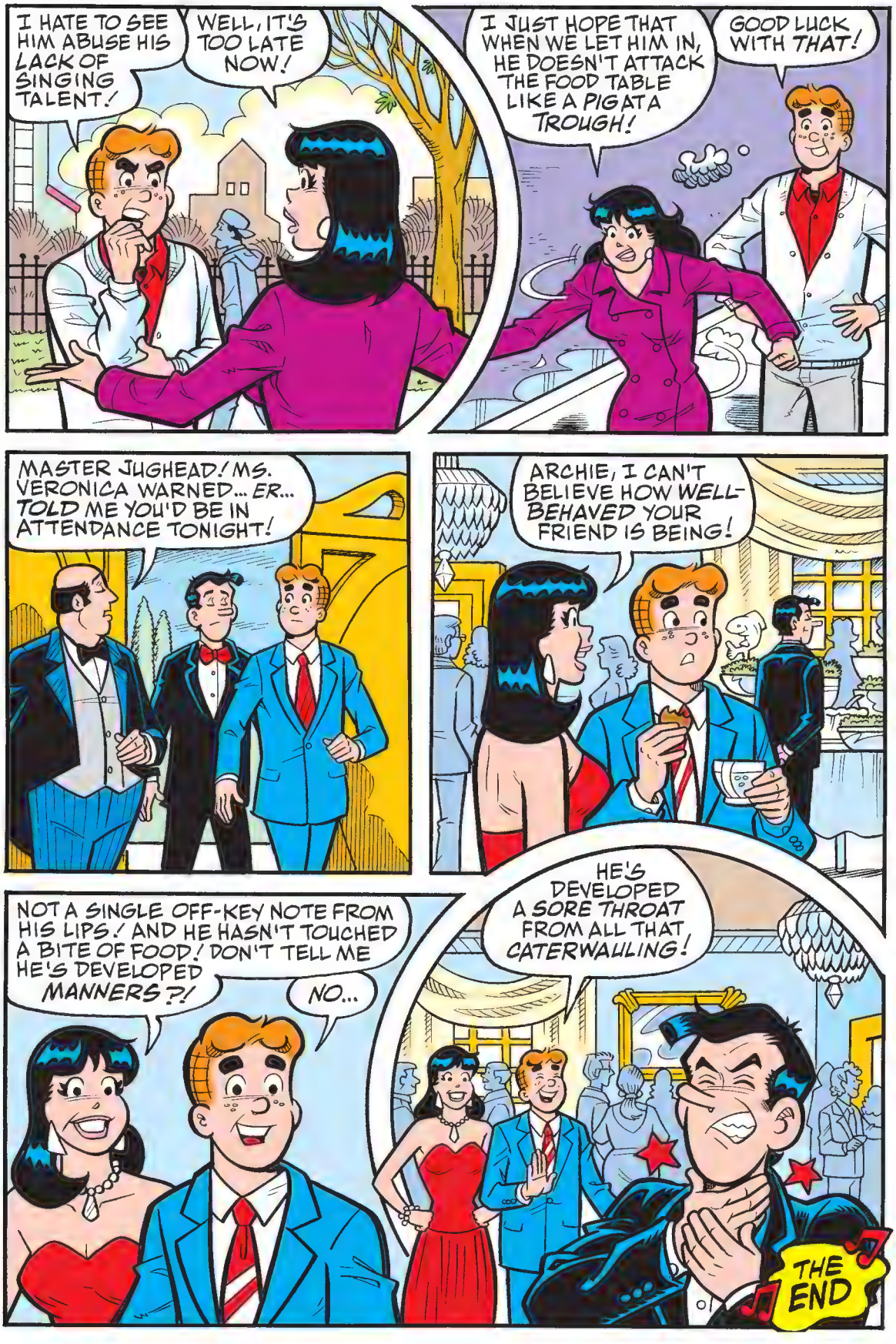
...BUT A FREE MILK SHAKE WOULD SURE BE YUMMY!
JUGHEAD! YOUR RHYMES ARE AS BAD AS YOUR SINGING VOICE!

HERE, NANCY! THROW FOOD OUT THE WINDOW UNTIL THE NOISE STOPS!
BQ

EVENTUALLY...
DON'T TELL ME HE GOT YOU TOO!
I WASN'T GOING TO INVITE HIM TO DADDY'S RECEPTION TOMORROW NIGHT...


BUT WHEN HE STARTED SCREECHING, I FOLDED LIKE CHEAP LAWN FURNITURE!

THAT'S QUITE A SCORE FOR HIM! THERE'S NOTHING HE LOVES MORE THAN YOUR CHEF'S PARTY TREATS!


I HATE TO SEE HIM ABUSE HIS LACK OF SINGING TALENT!
WELL, IT'S TOO LATE NOW!
I JUST HOPE THAT WHEN WE LET HIM IN, HE DOESN'T ATTACK THE FOOD TABLE LIKE A PIG AT A TROUGH!
GOOD LUCK WITH THAT!
MASTER JUGHEAD! MS. VERONICA WARNED... ER... TOLD ME YOU'D BE IN ATTENDANCE TONIGHT!
ARCHIE, I CAN'T BELIEVE HOW WELL-BEHAVED YOUR FRIEND IS BEING!
NOT A SINGLE OFF-KEY NOTE FROM HIS LIPS! AND HE HASN'T TOUCHED A BITE OF FOOD! DON'T TELL ME HE'S DEVELOPED MANNERS?!
NO...
HE'S DEVELOPED A SORE THROAT FROM ALL THAT CATERWAULING!
THE END

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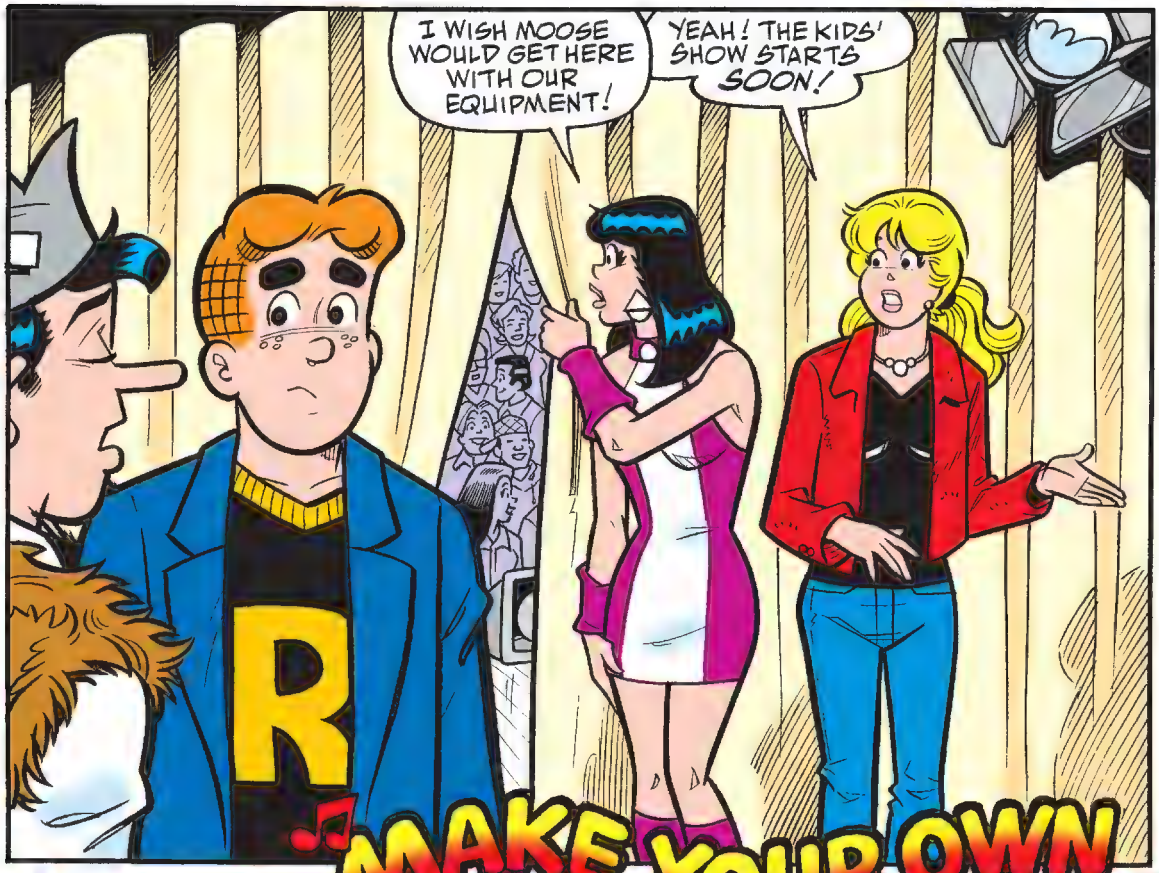
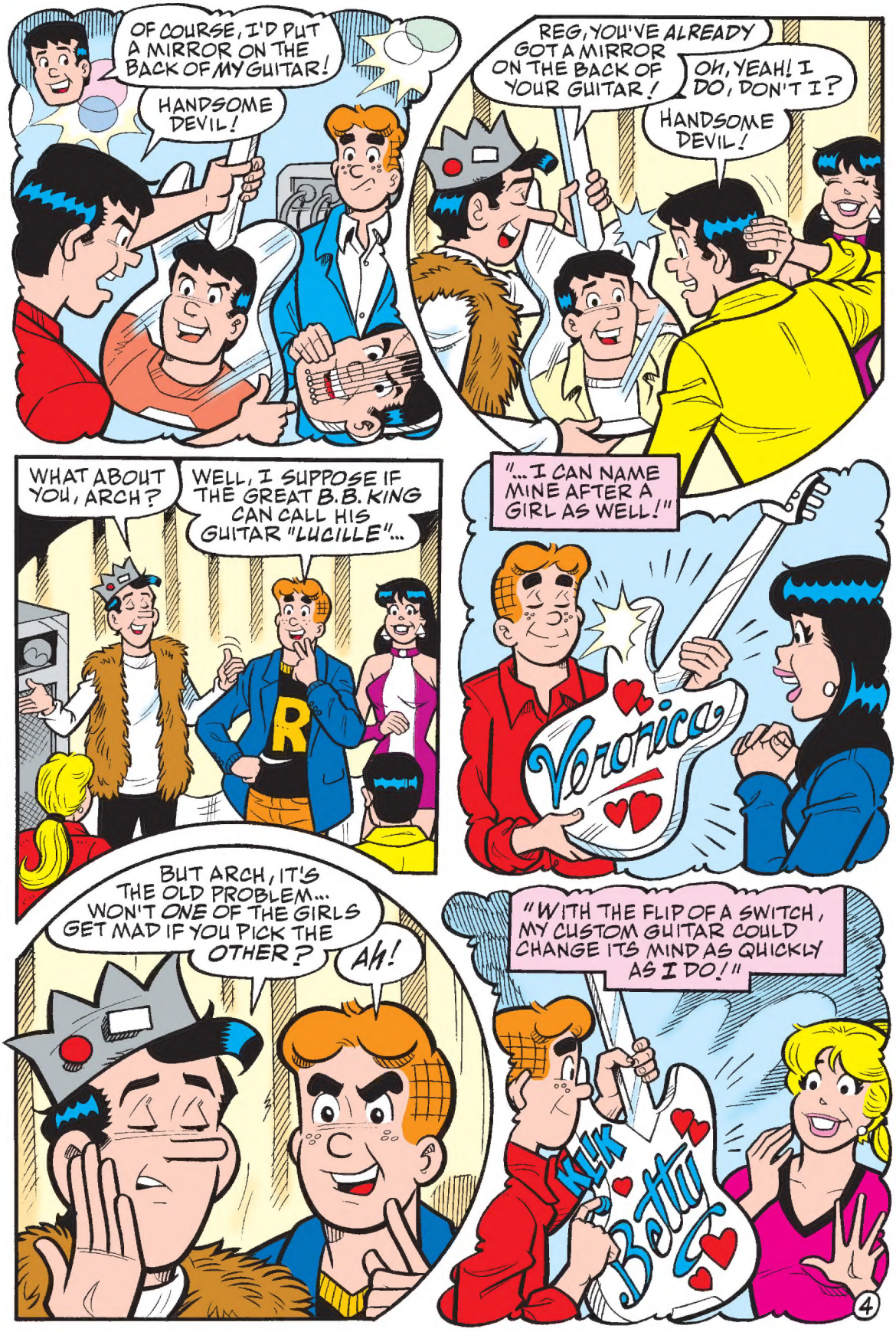
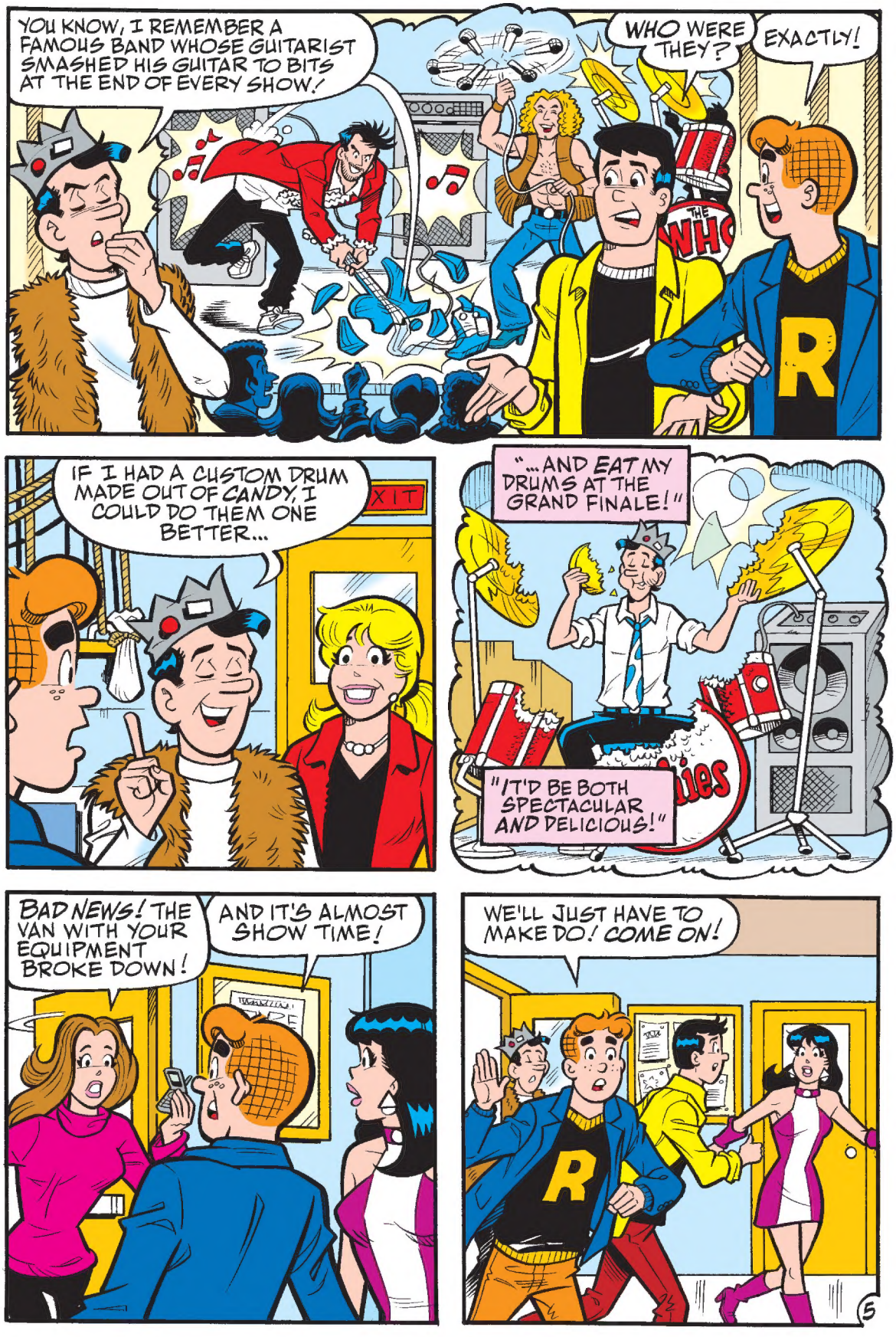


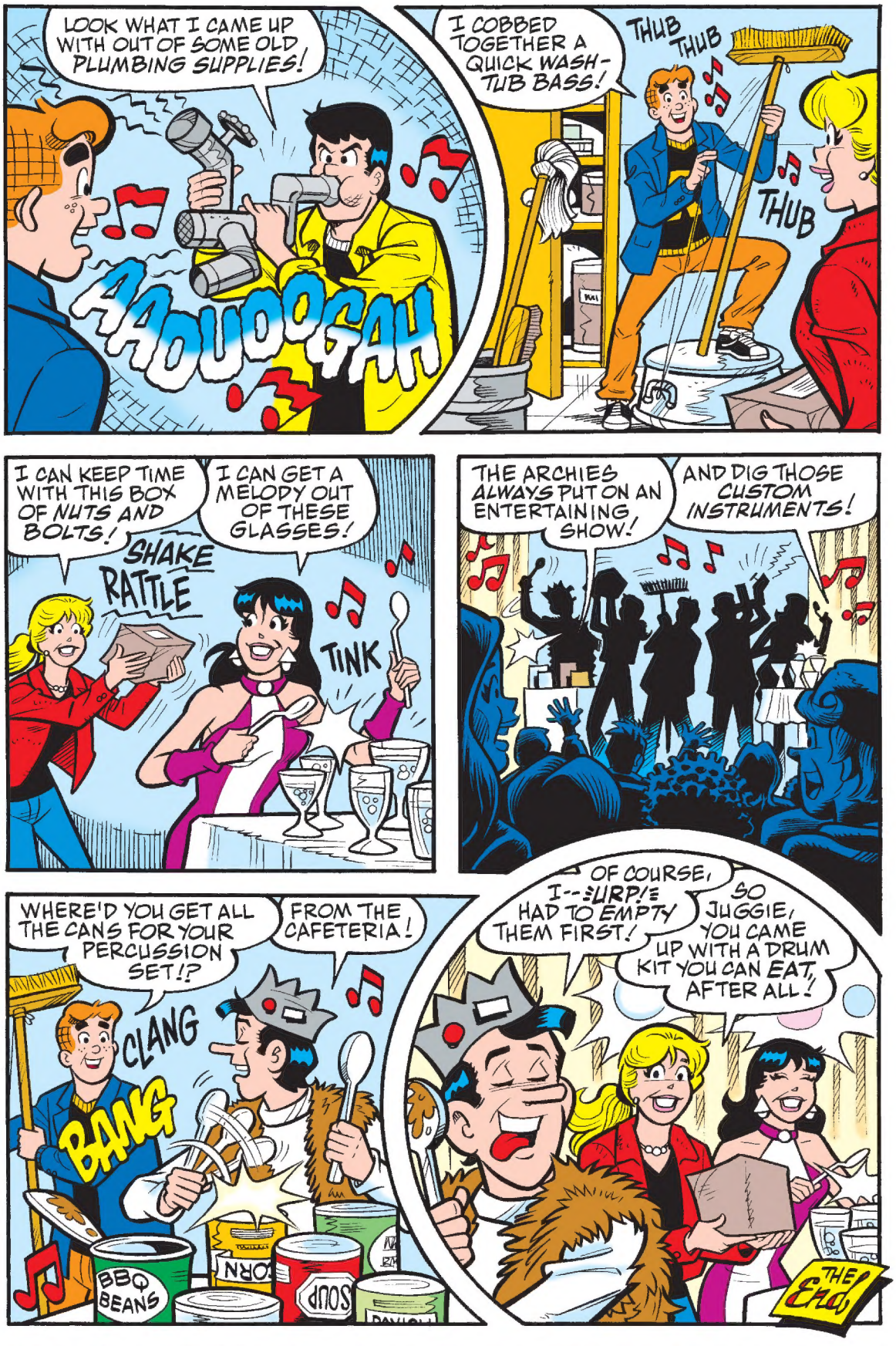
Jughead in MAKE YOUR OWN KIND OF MUSIC!

WE NEED SOMETHING TO MAKE US STAND OUT FROM THE PACK!
I'VE GOT AN IDEA!
CUSTOM INSTRUMENTS!
"CUSTOM INSTRUMENTS"?
YOU KNOW--EACH ONE DESIGNED TO SUIT OUR PERSONALITIES!
I DON'T FOLLOW YOU!
IT'S SIMPLE! LET'S TAKE YOU FOR EXAMPLE...
LOOK! THERE'S VERONICA!
SHE PLAYS KEYBOARD WITH THE BAND!
the Archies
AND NOT JUST ANY KEY-BOARD!
IT'S ALSO HER OWN PERSONAL ATM!
THAT WOULD CAUSE A SENSATION WITH OUR AUDIENCE!
YEAH!

AND ALSO WITH YOUR DAD WHEN HE GETS THE ATM BILL!
$ $ $
ALL RIGHT, ALL RIGHT! I SUPPOSE YOU HAVE BETTER IDEAS?
WE CAN'T DO MUCH WORSE!
REG, IF I KNOW YOU, YOU'LL INSIST ON A GUITAR WITH YOUR FACE ON IT!
HOW I'M MIS-UNDERSTOOD!
IN FACT, IT WOULD BE PLAIN AND UN-ASSUMING AS BEFITTING MY NATURAL MODESTY!
HIS NATURAL WHAT?!
YOUR INSTRUMENTS, THOUGH -- THAT'S A DIFFERENT MATTER!
REGGIE
3


OF COURSE, I'D PUT A MIRROR ON THE BACK OF MY GUITAR!
HANDSOME DEVIL!
REG, YOU'VE ALREADY GOT A MIRROR ON THE BACK OF YOUR GUITAR!
OH, YEAH! I DO, DON'T I?
HANDSOME DEVIL!
WHAT ABOUT YOU, ARCH?
WELL, I SUPPOSE IF THE GREAT B.B. KING CAN CALL HIS GUITAR "LUCILLE"...
"...I CAN NAME MINE AFTER A GIRL AS WELL!"
Veronica
BUT ARCH, IT'S THE OLD PROBLEM... WON'T ONE OF THE GIRLS GET MAD IF YOU PICK THE OTHER?
AH!
"WITH THE FLIP OF A SWITCH, MY CUSTOM GUITAR COULD CHANGE ITS MIND AS QUICKLY AS I DO!"
KLIK
Betty
4


YOU KNOW, I REMEMBER A FAMOUS BAND WHOSE GUITARIST SMASHED HIS GUITAR TO BITS AT THE END OF EVERY SHOW!
WHO WERE THEY?
EXACTLY!
THE WHO
R
IF I HAD A CUSTOM DRUM MADE OUT OF CANDY, I COULD DO THEM ONE BETTER...
EXIT
"...AND EAT MY DRUMS AT THE GRAND FINALE!"
"IT'D BE BOTH SPECTACULAR AND DELICIOUS!"
BAD NEWS! THE VAN WITH YOUR EQUIPMENT BROKE DOWN!
AND IT'S ALMOST SHOW TIME!
WE'LL JUST HAVE TO MAKE DO! COME ON!
R
5


LOOK WHAT I CAME UP WITH OUT OF SOME OLD PLUMBING SUPPLIES!
AABUOOGAH
I COBBED TOGETHER A QUICK WASH-TUB BASS!
THUB
THUB
THUB
I CAN KEEP TIME WITH THIS BOX OF NUTS AND BOLTS!
I CAN GET A MELODY OUT OF THESE GLASSES!
SHAKE
RATTLE
TINK
THE ARCHIES ALWAYS PUT ON AN ENTERTAINING SHOW!
AND DIG THOSE CUSTOM INSTRUMENTS!
WHERE'D YOU GET ALL THE CANS FOR YOUR PERCUSSION SET!?
FROM THE CAFETERIA!
CLANG
BANG
BBQ BEANS
OF COURSE, I--=URP!= HAD TO EMPTY THEM FIRST!
SO JUGGIE, YOU CAME UP WITH A DRUM KIT YOU CAN EAT, AFTER ALL!
THE End

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